

Central Hollywood Coalition
A Non-Profit Corporation
1680 Vine Street, Suite 216 – Hollywood, CA. 90028
MINUTES
June 9, 2009
Board of Directors Meeting
AMPAS
1313 Vine St., Los Angeles, CA. 90028

Officers and Directors Present

(Sign in sheet attached to these minutes as Appendix A)

Carol Massie, Vice President, McDonald's Restaurants
Ryan Harter, Vice President, CIM Group
Duke Gallagher, Secretary/Treasurer, The Production Group
Richard Falzone, Off Vine Restaurant
Brian Folb, Paramount Contractors
Lillian Kuo, Broadreach Capital
Father Michael Mandala, Blessed Sacrament Church
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences
Rouben Rapelian, Sunset Gower Studios
Fred Rosenthal, Ametron
Travis Serpa, Urban Outfitters

Absent

Craig Donahue, President, The Donahue Group
Brent Gaulke, Gerding Edlen
Dirk Degraeve, President Emeritus, Paramount Contractors

Consultants

Kerry Morrison, Hollywood Property Owners Alliance
Sarah MacPherson, Hollywood Property Owners Alliance
Joseph Mariani Jr., Hollywood Property Owners Alliance
Katie Zandona, Hollywood Property Owners Alliance

Guests

Captain Girmala, LAPD
Kitty Gordillo, Hollywood Wilshire YMCA
Dylan Kendall, Hollywood Arts

1. Call to Order

The meeting was called to order by Board Vice President Ryan Harter at 4:09 p.m.

2. Public Comment

Captain Girmala informed the board that crime in Hollywood is down. The Captain did mention that there has been a slight increase in burglary from motor vehicles and individual store theft. LAPD is well aware of these problems and is actively engaging in them, as well as monitoring gang activity in the area. Captain Girmala also mentioned that she recently had made a presentation to try and secure more officers for the Hollywood area and was granted an additional 40 officers to the division. These officers are on patrol four days a week from Wednesday through Sunday, primarily in the area spanning from La Brea to Gower and Yucca to Sunset.

Dylan Kendall told the board about the Hollywood Arts program. The program, which serves as activity and learning center for homeless youth during the day, is currently in the process of looking for a new space to lease and is also searching for internships for its students to participate in. Any board members interested in donating time or resources to the program were encouraged to contact Kendall.

Sarah MacPherson distributed to the board information on the “Arts in the Park After Dark Program.” The event is a fundraiser taking place on Wednesday, June 10, 2009 at Barnsdall Park. The goal of the event is to help raise money for sustained summer programs in Los Angeles’ parks to help keep kids off the streets. All board members interested in attending were asked to contact MacPherson for ticket information.

3. Approval of Board Minutes

It was moved by Michael Pogorzelski, seconded by Brian Folb and CARRIED to approve the minutes from the CHC’s May 12, 2009 Board Meeting. Abstained: Richard Falzone

4. Treasurer’s Report

A. Treasurer’s Report – May 2009 Financial Statement: Gallagher reported that a payment was received from the City, however it appears as though the County is still withholding approximately \$90,000. Sarah MacPherson informed the board that from time to time the County will withhold funds but then later distribute them. At this point in time Gallagher mentioned that it appears if expenditures for the remainder of the year continue as budgeted, the BID should end the year with a slight surplus in the bank.

It was moved by Brian Folb, seconded by Carol Massie and CARRIED to approve the Treasurer’s Report from May 31, 2009. Unanimously approved.

B. 2009-2010 Assessment Submittal to City Clerk’s Office: MacPherson reported that the 2009-2010 assessment roll had been submitted to the City Clerk’s office. The roll did not reflect any CPI increase as the board had voted at their April meeting to leave the current assessment rate unchanged.

5. Committee and Program Reports

A. Marketing Committee

1. Demographic Research Steering Committee: Katie Zandona asked the board to turn their attention to a draft RFP that was put together by Morrison and Zandona. The two are working to finalize the draft in the next two weeks so that it can be distributed to potential vendors. The steering committee is making an effort to have the study results collected by year's end.

2. Hollywood U: Zandona reported that the Open House Steering Committee had recently met and is working on an initial flow and schedule for the Open House event that is tentatively scheduled for November 2009. The committee's next meeting will be Tuesday, June 16, 2009 from 3:30 p.m. – 5 p.m. at the Hollywood Chamber of Commerce.

3. Hollywood Visitor's Guide and Map 2009-2010: Zandona reported that approximately \$80,000 in sales has been secured for the Hollywood Visitor's Guide and Map. At last month's meeting the board had asked if it would be possible for the Sunset and Vine BID to be placed on the map. Zandona gave the board some potential options for placement and their respective costs. The board discussed the matter and decided to wait until next month before making a decision.

4. "Hail a Taxi" Signs: Board members are still welcome to sign up and volunteer to help with the installation of Hail a Taxi signs throughout the two BIDs on June 15, 2009 from 3 p.m. – 5 p.m.

B. Streetscape Committee

1. Landscape Tree well Demonstration Project: Sarah MacPherson reported that the tree well project had begun in the district but that the grass used was smaller than expected, however Clean Street is working on replacing the grass with new plant material in the coming weeks. Four trees within the BID were used as examples (two located on Sunset Boulevard, and two in front of Certified Printers on Cahuenga Boulevard). MacPherson also reported that the Streetscape Committee would be meeting in July.

C. Security Committee

1. Report from Security Committee: Morrison informed the board that the committee is still in need of a Chairperson to represent the Sunset and Vine BID. Morrison explained that the nominating committee is looking into some potential candidates for the board who could potentially fill this vacancy. In addition to this at the Committees upcoming meeting there will be a discussion regarding medical marijuana clinics in the district. The next meeting will take place on Thursday, June 11, 2009 at 10 a.m. in suite 200 of the Taft Building.

2. Project Y!MBY Homeless Connect Day: Joe Mariani invited all board members who are able to volunteer to take part in Homeless Connect Day on Thursday, June 25, 2009. The event will take place at the Music Box theatre and volunteers are still needed to help escort clients to various services.

7. New Business

A. Report from City's Ethic Commission: As was reported at last month's board meeting the City Ethics commission will be meeting to discuss the possibility of having BIDs register as lobbyists. A letter has been drafted on behalf of the BIDs to be sent to the City and Morrison asked that a motion be made to allow the Sunset and Vine BID to be a part of the effort, as well as to allow the board to write their own letter to the City.

It was moved by Michael Pogorzelski, seconded by Travis Serpa and CARRIED that the BID would take a formal position opposing the proposed changes to the City of LA Lobbying Ordinance and that the BID would seek the removal of the BIDs and their staff as registered lobbyists. Unanimously approved.

8. Old Business

A. Update on TSA Fountain property assessment and county's handling of TSA assessment refund previously approved by CHC Board: MacPherson reported that she had received a report from the City Clerk's Office indicating that the mid-year assessment adjustment for the TSA Fountain South property (at 6222 Fountain Ave.) had been improperly applied to the tax roll. The adjustment, approved by the Board on February 10, 2009, was intended to provide a 50% reduction in the total assessment for the 2008/'09 tax year and a complete exemption for the remainder of the BID's tenure. The County, however, mistakenly granted a full refund on their 2008/'09 assessment on the April tax bill resulting in a net loss of \$5,863.93 in assessment revenue.

MacPherson presented three options for the Board to consider: 1) Manually bill the property owner for the credited amount (\$5,863.93); 2) Apply the uncollected assessment to the 2009/'10 assessment bill; or, 3) Accept the uncollected assessment as a loss, given that the amount of resources needed to collect the assessment (e.g. staff time) may exceed the amount of the outstanding assessment.

It was moved by Brian Folb, seconded by Duke Gallagher and CARRIED to accept the uncollected assessment of \$5,863.93, resulting from the County's error, as a loss. Unanimously approved.

9. Report from Kerry Morrison

A. Update on Various Homeless Outreach Initiatives: Morrison reported that she has been working with the Department of Mental Health (DMH) to encourage them to continue to reach out to some of the area's most chronically homeless neighbors. In an effort to do so DMH will be conducting surveys to determine the BID's 20 most chronic homeless individuals. Morrison had also met with Chet Gray, DC BID, to discuss alternative methods to outreach using clinicians. Morrison is going to do more research on the subject.

B. Field Trip to LAPD Jail: Morrison invited all those interested to attend a tour of the LAPD jail with Captain Farrell on June 29, 2009.

8. Next Meeting

The next meeting was scheduled for Tuesday, July 14, 2009 at 4 p.m. at AMPAS (1313 Vine St., Los Angeles, CA. 90028).

9. Adjournment

There being no further business the meeting was adjourned by Board Vice President Ryan Harter at 6:04 p.m.